

Patent Application Number: 10/092,674

LISTING OF CLAIMS

1. (currently amended) An on-line newspaper publishing system for preparation of one or more publications, including:

a networked host server;

a composition computer connected to said host server; and

an image database, associated with the host server and accessible by the composition computer, that defines at least the following,

content to be prepared for publication in a digital edition hosted on the host server;

at least one layout template wherein the template defines at least a region on a web page for the display of a preview image of a display advertisement;

image files, including images of full-size display advertisements and corresponding reduced-size, anti-aliased preview images; and

browser-readable code representing a web page, wherein the web page has at least one link to an image file and wherein the corresponding reduced-size preview images have been produced by the application of an anti-aliasing filter to the full-size display advertisements.

2. (original) The on-line newspaper publishing system of claim 1, wherein the preview images are automatically produced from the full-size image files.

3. (original) The on-line newspaper publishing system of claim 2, wherein the preview images are produced in accordance with at least one predetermined size requirement.

4. (original) The on-line newspaper publishing system of claim 3, wherein the predetermined size requirement is defined by region on a web page for the display of a preview image of a display advertisement as dictated by the at least one layout template.

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5. (original) The on-line newspaper publishing system of claim 1, wherein the preview images are automatically associated with content in a web page viewable by a networked computer connected to the host server, and where the preview images are also hyperlinks to the full-size display advertisement images.

6. (original) The on-line newspaper publishing system of claim 1, wherein the preview images are periodically moved relative to one another on the web page.

7. (original) The on-line newspaper publishing system of claim 1, wherein the location of the preview images is determined as a function of the category of the web page.

8. (original) The on-line newspaper publishing system of claim 1, wherein the content is archival content and wherein the image files, including images of full-size display advertisements and corresponding reduced-size preview images, are current advertisements.

9. (currently amended) A method of preparing an on-line news publication via an electronic publishing system in a computer, the method including the steps of:

collecting advertiser digital copy from a print media source;

creating, using an image size reduction operation that includes an anti-aliasing filter, a reduced-size preview image of the advertiser digital copy, wherein at least one dimension of the preview image is determined in accordance with a predetermined size;

associating text-based content with the preview image in a web page, wherein the preview image also provides a hyperlink, as is a selectable object that is linked to a full-size image of the advertiser copy; and

publishing the web page, wherein the text-based content, the anti-aliased preview image and the full-size image are all stored on a host server.

10. (currently amended) The method of claim 9, further including the step of digitizing the advertiser hard copy from a print media source to create the advertiser digital copy as a digital image.

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11. (currently amended) The method of claim 10, wherein ~~the step of~~ digitizing the advertiser hard copy creates a digital image in a graphics interchange file format (.gif).

12. (currently amended) The method of claim 9, wherein ~~the step of~~ creating a reduced-size preview image includes retaining the aspect ratios of the digital copy so as to facilitate the placement of dissimilarly sized advertisements in locations having a common dimensional limitation.

Claims 13 - 20 (canceled).

21. (previously presented) An on-line news publication produced by the method of claim 9.

22. (new) A method of preparing an on-line news publication, including:

collecting advertiser digital copy from a print media source;

creating, using an image size reduction operation, a reduced-size preview image of the advertiser digital copy, wherein at least one dimension of the preview image is determined in accordance with a predetermined size;

associating text-based content with the preview image in a web page, wherein the preview image also provides a hyperlink, as is a selectable object that is linked to a full-size image of the advertiser digital copy; and

publishing the web page to a host server, wherein the text-based content, the preview image and the full-size image are all stored on the host server.

23. (new) The method of claim 22, wherein creating a reduced-size preview image includes retaining the aspect ratios of the digital copy so as to facilitate the placement of a plurality of dissimilarly sized advertisements in locations having common dimensional limitations.